

# AMERICAN LEGISLATIVE EXCHANGE COUNCIL

# ALEC

## 2011 ADVERTISING KIT



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## EDITORIAL PROFILE

*Inside ALEC* is the official journal of the American Legislative Exchange Council (ALEC) and features in-depth, researched policy pieces, as well as short articles and commentary on the most pressing public policy matters affecting the states. Unlike other state legislative publications, *Inside ALEC* does not shy away from taking a principled position in support of free markets, limited government, individual liberty, and federalism. ALEC is also unique in our involvement of the private sector as members and equal partners in the policy formulation process. *Inside ALEC* articles come from our own public-policy experts, as well as from our members, both elected state legislators and the private sector.

## EDITORIAL MISSION

*Inside ALEC* provides legislators, government affairs experts, public-policy organizations, and policy makers at all levels with news and researched policy solutions from a principled perspective. Its mission is to share best practices and innovative ideas from state to state, provide access to model legislation, and promote ALEC meetings and networking opportunities.

## READERSHIP

*Inside ALEC's* readership includes the most influential and motivated legislative leaders in the states, including several state senate presidents and speakers of state houses. *Inside ALEC* is also distributed to state policy makers, state policy organizations, corporate and trade association government affairs experts, Congressional alumni, national think tanks and foundations, and state legislative libraries.

## CIRCULATION

*Inside ALEC* is distributed to **4,500** ALEC Members and extra copies are printed and distributed at all **ALEC meetings**.

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## WHY STATE LEGISLATORS?

With nearly 2,000 members, ALEC is the nation's largest nonpartisan, individual membership association of state legislators. One-third of all state legislators belong to ALEC. In addition, with more than 250 corporate and private foundation members, ALEC is one of America's most dynamic public-private partnerships. ALEC provides its public and private sector members with a unique opportunity to work together to develop policies and programs that effectively promote the organization's mission.

## REACH THE PRIVATE SECTOR

Approximately 45 percent of ALEC members represent the private industry, nonprofits and public-policy organizations. Some of our private sector members include:

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<u>Issue</u>	<u>Ad &amp; Copy Due Date</u>
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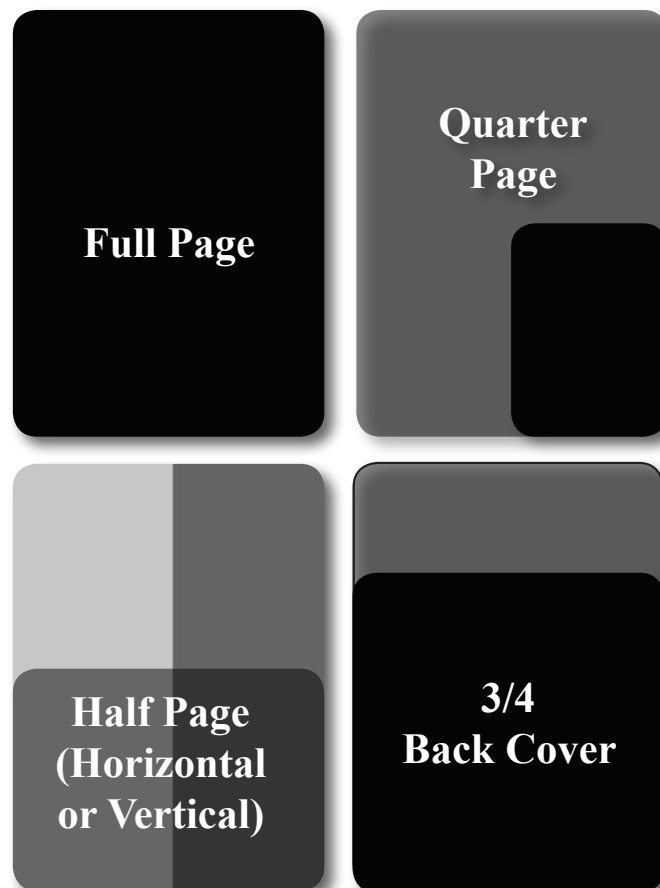
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